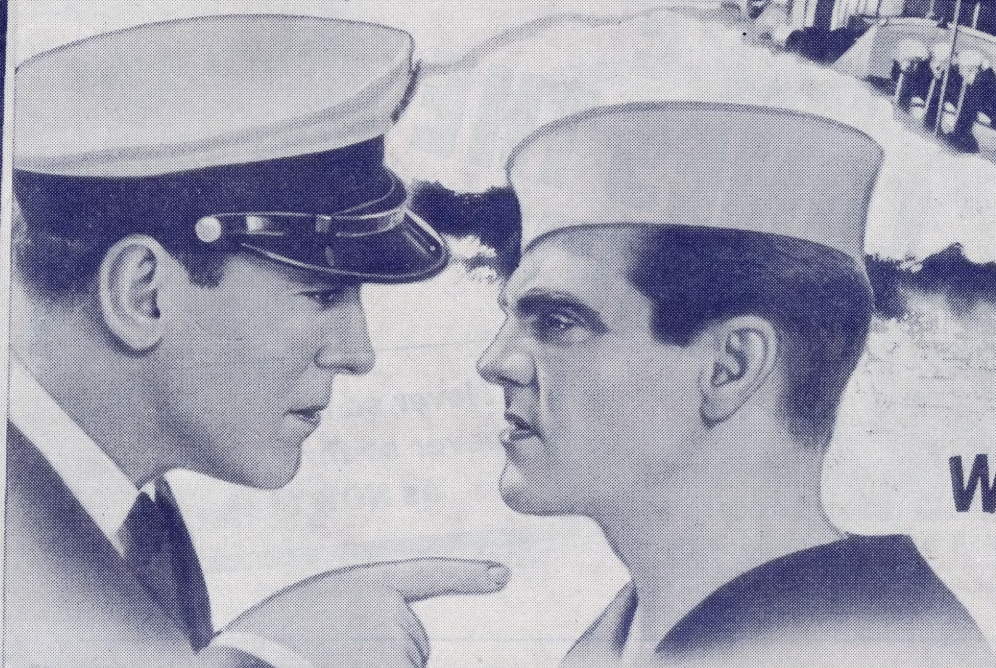


This means business

N O W

**ALL THE
THRILLS AND
GLORY OF THE
U.S. FLEET...
*in ACTION!***



**WE'RE BRINGING
IT BACK!**

**JAMES PAT
CAGNEY O'BRIEN**

**HERE COMES
THE NAVY**

with
GLORIA STUART
FRANK McHUGH
Directed by
LLOYD BACON

A
WARNER BROS.
FIRST NATIONAL
PICTURE

**In the light of current world events, HERE COMES THE
NAVY has stronger box office draw today than when first
released. The hit—the fleet—the stars all America wants
to see again. The U. S. Navy in action on the seas and in
the air! A new audience awaits this thrilling spectacle—
to thousands of young Americans it's all new! And the
stars . . . CAGNEY and O'BRIEN at their scrappiest best!**

Clear for Action!

SEE THE ENTIRE U. S. FLEET
THUNDER INTO ACTION AGAIN!

**RETURN
HIT!**

**JAMES
CAGNEY
PAT
O'BRIEN**

Those two scrapping gobs, fighting
their private battle with the whole
U.S. FLEET!

**"HERE
COMES THE
NAVY"**

with **GLORIA STUART • FRANK McHUGH**
Directed by **LLOYD BACON**
A WARNER BROS. - First National Picture

Story by Ben Markson • Screen Play by Ben Markson and Earl Baldwin

*Never so timely,
never so thrilling
as NOW!*

Mat 301—6¼ inches x 3 columns (261 lines)—45c

**RETURN
VISIT!** THE FLEET'S IN... AGAIN!

**JAMES
CAGNEY • PAT
O'BRIEN**
AND THE WHOLE **U.S. FLEET!**

"HERE COMES THE NAVY"

with **GLORIA STUART
FRANK McHUGH**

Directed by **LLOYD BACON • A WARNER BROS. - First Nat'l Picture**
Story by Ben Markson • Screen Play by Ben Markson & Earl Baldwin

Mat 206—3½ inches x 2 columns (100 lines)—30c

NOW!
SEE YOUR FLEET
IN ACTION AGAIN!

**JAMES
CAGNEY
PAT
O'BRIEN**
and the **U. S. FLEET!**

**"HERE COMES
THE NAVY"**

with **GLORIA
STUART** **FRANK
McHUGH**

Directed by **LLOYD BACON**
A WARNER BROS. - First National Picture
Story by Ben Markson • Screen Play by Ben Markson and Earl Baldwin

Mat 108
4¼ inches (59 lines)—15c

SO TIMELY!
SO THRILLING!
SO GLORIOUS!

WE'RE BRINGING IT BACK!

JAMES
CAGNEY
 PAT
O'BRIEN
 AND THE WHOLE
 U. S. FLEET!

"HERE COMES THE NAVY"

with GLORIA
STUART
 FRANK
McHUGH

Directed by LLOYD BACON
 A WARNER BROS.-First National Picture
Story by Ben Markson • Screen Play by Ben Markson and Earl Balden

Mat 106
 7½ inches (105 lines)—15c

THE HIT!
THE STARS!
THE FLEET!
 All America
 Wants to See
 Again!

JAMES
CAGNEY
 PAT
O'BRIEN
 Those heartbreakin', chin-bustin'
 Irishmen starring with the whole
U.S. FLEET!

"HERE COMES THE NAVY"

**RETURNED
 by
 POPULAR
 DEMAND!**

They're all here ...
 big battlewagons ...
 sleek destroyers ...
 streaking aircraft ...
 thundering gunboats
 ready for anything!

**JOIN
 THE WORLD
 AND SEE
 THE NAVY!**

GLORIA with FRANK
STUART • McHUGH
 Directed by LLOYD BACON
 A WARNER BROS.-First Nat'l Picture
Story by Ben Markson • Screen Play by Ben Markson & Earl Baldwin

Mat 205—14½ inches x 2 columns (402 lines)—30c

**ALL THE
THRILLS AND
GLORY OF THE
U.S. FLEET...
in ACTION!** Returned by
Popular Demand!

**JAMES
CAGNEY · PAT
O'BRIEN**
AND THE WHOLE U. S. FLEET

**HERE
COMES
THE NAVY**

with
GLORIA STUART · FRANK McHUGH
Directed by **LLOYD BACON**
A WARNER BROS.—First National Picture
Story by Ben Markson • Screen Play by Ben Markson and Earl Baldwin

Mat 203—8½ inches x 2 columns (236 lines)—30c

**THE HIT!
THE STARS!
THE FLEET!...
All America
Wants to
See Again!**

JAMES CAGNEY · PAT O'BRIEN
AND THE WHOLE U. S. FLEET!

HERE COMES THE NAVY

with
GLORIA STUART · FRANK McHUGH • Directed by **LLOYD BACON** • A WARNER BROS.—First Nat'l Picture
Story by Ben Markson • Screen Play by Ben Markson and Earl Baldwin

Mat 204—1¼ inches x 2 columns (38 lines)—30c

**JAMES
CAGNEY
PAT
O'BRIEN**
and the U. S. FLEET!

**"HERE COMES
THE NAVY"**

**GLORIA STUART
FRANK McHUGH**
Directed by **LLOYD BACON**
A WARNER BROS.—First National Picture
Story by Ben Markson • Screen Play by Ben Markson and Earl Baldwin

**BROUGHT BACK
by popular
demand!**

Mat 107
2¼ inches (30 lines)—15c

**Warner's Trailer will get 'em coming
back to see this glorious hit! Book
it now — run it early and often!**

Vitaphone Shorts Selections

PATRIOTIC SUBJECTS presents the latest in this popular series of shorts—"March On Marines"—an impressive story about the Marine Corps starring Dennis Morgan, John Litel and David Bruce. 6002—Patriotic Subjects—20 mins.

SPORTS PARADE peeks into a "Diary of a Racing Pigeon"—with commentary the form of the pigeon's thoughts. 6403—Sports Parade—10 mins.

MELODY MASTERS lets the cameras roll on "Henry Busse and Orchestra", radio, night club and stage favorite. 6505—Melody Master—10 mins.

MERRIE MELODIES goes to the hunt in "Of Fox and Hounds", a clever satire on the tallyho set. 6707—Merrie Melody—7 mins.

LOONEY TUNES checks up on "Porky's Hired Hand" to find out who's been stealing chickens. 6604—Looney Tune—7 mins.

**There Should Be A Patriotic Short On Every Program
Book Warners!**

Official Billing

WARNER BROS.	40%
Pictures, Inc. Presents	5%
JAMES CAGNEY — PAT O'BRIEN	100%
in	
"HERE COMES THE NAVY"	100%
with	
GLORIA STUART — FRANK McHUGH	60%
Directed by LLOYD BACON	25%
Screen Play by Ben Markson and Earl Baldwin	3%
From a Story by Ben Markson	3%
A WARNER BROS.—FIRST NATIONAL PICTURE	5%

EXPLOIT IT! . . .

The public today is more patriotic-minded than ever before and is therefore in a receptive mood for this type of picture. Contact all local patriotic and service organizations, Navy Clubs, newspaper editors and business men to cooperate with you in making the most of your showing. Let's go!

HOW THE N. Y. STRAND DID IT



On the marquee, compo "battleship" (illustrated) with red and green lights flashing, signal flags, searchlights adding to effect. Uniformed gobs sent flag messages.

On the front, line of miniature battleships passed in review on moving belt. Life-size blow-ups of picture's stars and victrola record of ship's guns firing completed display.

Parades of bands and naval reserves to theatre. Men went through drill formations.

Regulation navy A-boards spotted throughout city. "Here Comes the Navy" 40 x 60 photochrome display on one side and Navy recruiting poster on the other.

Battleship float (illustrated) toured city streets. Victrola played naval tunes.



SET TOY SHOP TIE-UPS . . .

Military toys are big this year so tie up with local toy and department stores for window and counter displays of toy battleships, submarines, sailors, etc. Stills and adv. copy complete the tie-up.

...AND 'NAVY DAY' CELEBRATION

This show is just right for a "Navy Day" or "Navy Week" program. Here's how:

Mayor issues proclamation.

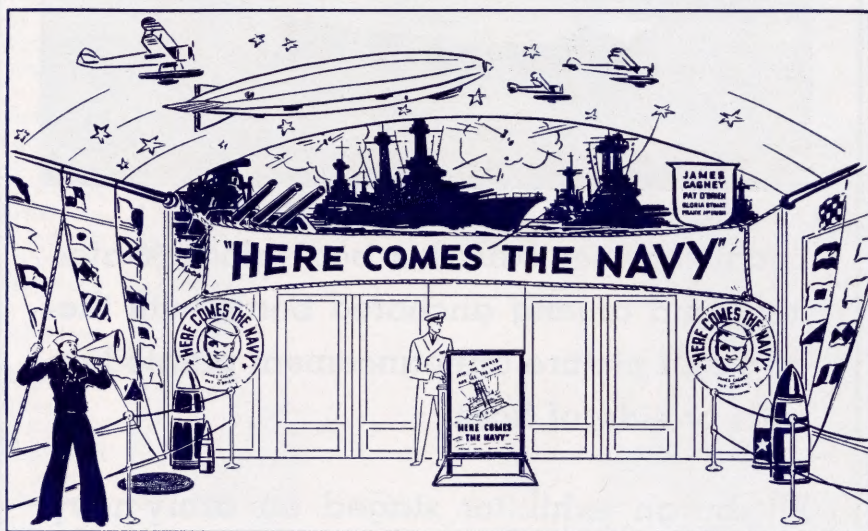
Local merchants tie in with special sales featuring sailor suits for women, Navy Blue men's suits, yachting clothes, slacks, etc.

All stores use naval signal flags to dress up their fronts; window and counter displays of scene stills from the picture.

Sailor motif is carried through in store ads or co-op page in local daily. Sample catch-lines: "Drop anchor, mates, at the Commodore Restaurant" . . . "Sailor, take the bow for setting the styles."

Contact all patriotic and service organizations for cooperation — mailing campaigns, special dinners, speeches, civic ceremonies.

THE FLEET'S IN — YOUR LOBBY!



Your advance lobby goes nautical. Flags, lifebuoys and other naval paraphernalia will add interest and color. Ushers and doorman dressed as gobs are the final touch.

More Exploitation on Next Page —>

MORE STUNTS

OUTDOOR BALLY

Anchor a large telescope across the street from your theatre with the lens trained on the marquee or 24-sheet.



TIE UP WITH 'LIFE' NAVY ISSUE

LIFE magazine (October 28, 1940) devoted an entire issue to the Navy. Your back magazine dealer can supply you with copies of this issue for lobby display with scene stills or for distribution with wrap-arounds carrying your selling copy.

DON'T FORGET THE IRISH!

You've got James Cagney, Pat O'Brien and Frank McHugh to sell to the Irish population in town via posters, heralds and direct mail.

FOR WATERFRONT TOWNS



Local mariner sails his boat along waterfront and among anchored boats with theatre and picture announcement painted on sails or side of boat.

Pittsburgh exhibitor staged an army-navy rowing regatta. Men were recruited from local service or reserve corps. Possibly you can arrange a similar event.

PUBLICITY . . .

(Lead Story)

Cagney, O'Brien Back In 'Here Comes the Navy'

A few seasons ago Warner Bros. released a thrilling film about Uncle Sam's tars starring James Cagney and Pat O'Brien



Mat 104—15c

Pat O'Brien

called "Here Comes The Navy." It received the undisputed praise of public and critics alike. Since then, world events and the defense program of the American people has given this film more meaning and a stronger appeal than when first shown. Realizing this, Warner Bros. decided to re-issue the film and it will start its local run at the Strand Theatre this Friday.

"Here Comes The Navy" carries some of the most breath-taking thrills ever witnessed, in addition to supplying plenty of hilarious comedy and a glowing romance. The action takes place aboard the U.S.S. Arizona (this is especially significant since such units of the

fleet would not be available for motion picture companies at the present time) and at the Naval Training Station at San Diego, California.

Cagney and O'Brien have the stellar roles of two virile jack-tars who hate each other with intense fury, the more so because Cagney falls in love with O'Brien's sister, played by Gloria Stuart. They carry on a feud that is punctuated by rapid fire action, winding up in a smashing surprise climax.

There is thrill after thrill in the picture, two of the most awe-inspiring scenes being the rescue of a gun crew from a flaming turret and the saving of a man who has been carried aloft clinging to the ground wire of a dirigible. Another never-to-be-forgotten scene which furnishes much of the film's color shows the entire Pacific Fleet starting its cruise for Atlantic waters on Presidential command. This is the first time an entire fleet in action has ever been shown in a picture.

Lloyd Bacon directed the film from the screen play by Ben Markson and Earl Baldwin, based on Markson's story.

Cagney Is Tough Tar In 'Here Comes the Navy'

When "Here Comes The Navy" was first shown a couple of seasons back, it was hailed as sock entertainment with a cast that was synonymous with



Mat 105—15c

James Cagney

Cagney and Pat O'Brien as two tars who need little reason to start swinging at one another. Using the U.S. Navy as its background, the film has gained in importance and interest since it was first shown. Our defense program being the most interesting topic of present day conversation, it was only natural that there should be a popular demand for the return engagement of "Here Comes The Navy." Warner Bros. have answered that de-

mand and the film will be shown locally at the Strand Theatre starting Friday.

Cagney was pleased with his sea-going role and it didn't take much coaxing to get him to explain why. His enthusiasm generally took the following form. "I haven't enjoyed any part for years as much as that of Chesty in 'Here Comes The Navy.'" He's a hot-tempered rough neck, but he's a right guy all the way through.

"'Here Comes The Navy' has everything you could wish for in a picture — comedy, romance, suspense, danger and heroism. You've probably come to the conclusion that I'm nuts about this picture. Well, I am because I enjoyed every moment of every scene that I played in it."

Ben Markson collaborated with Earl Baldwin on the screen adaptation of his own original story. Action director, Lloyd Bacon handled the megaphone for the production.

THE CAST

Chesty	JAMES CAGNEY
Biff	PAT O'BRIEN
Dorothy	Gloria Stuart
Droopy	Frank McHugh
Gladys	Dorothy Tree
Commander Denny	Robert Barrat
Executive Officer	Willard Robertson
Floor Manager	Guinn Williams
Captain	Howard Hickman
Droopy's mother	Maude Eburne
Admiral	George Irving

PRODUCTION

Directed by LLOYD BACON

Screen play by Ben Markson and Earl Baldwin; From a story by Ben Markson; Photography by Arthur Edeson, A.S.C.; Film Editor, George Amy; Art Director, Esdras Hartley; Gowns by Orry-Kelly; Vitaphone Orchestra conducted by Leo F. Forbstein.

SYNOPSIS

(Not For Publication)

Chesty O'Connor (James Cagney) joins the Navy to get even with Biff Martin (Pat O'Brien), a petty officer with whom he gets into a fight. Chesty is assigned to Biff's ship and learns that he must take orders from him. To make matters worse, Chesty falls in love with Biff's sister, Dorothy. (Gloria Stuart). In order to discourage Chesty, Biff is relentless in humiliating him. As a result Chesty is embittered toward Navy life. However his attitude changes and he daringly rescues Biff during a disastrous attempt to land a dirigible. His courageous act wins the admiration of everyone.

Running Time 86 mins.

(Opening Day Story)

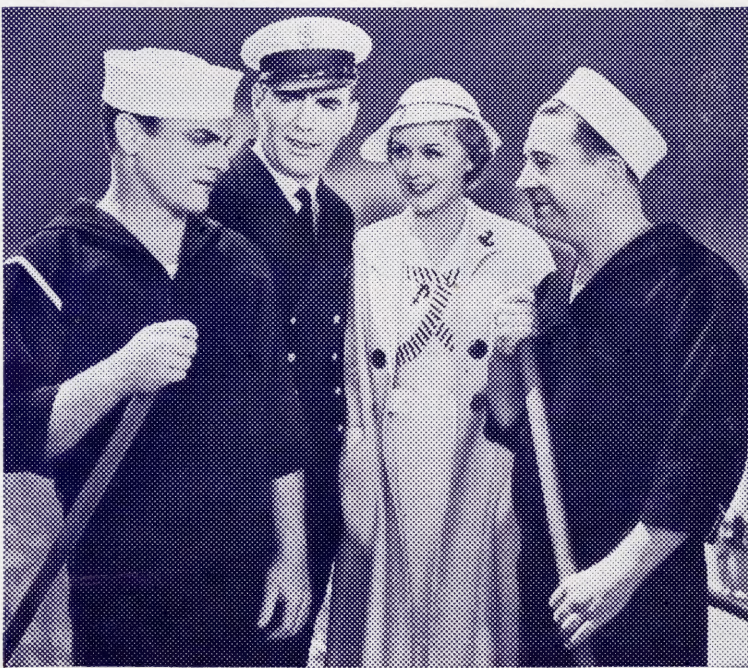
'Here Comes the Navy' Cagney-O'Brien Film At Strand Today

The thrilling story of "Here Comes The Navy" is so timely that Warner Bros. heeding popular demand, have brought it back to the screen. It stars James Cagney and Pat O'Brien as two of the toughest tars that ever sailed the seas. The film starts its local run at the Strand Theatre today.

Based on Ben Markson's exciting story which combines romance, rollicking comedy, rapid fire action and breath-taking thrills, the picture is said to be one of Warner Bros.' most tremendous productions.

Cagney and O'Brien, two seamen, are the bitterest of enemies, Jimmy having joined the navy just for a chance to get even with O'Brien who has knocked him cold in a fistic encounter and stolen his girl, a part played by Dorothy Tree.

To add fuel to their hatred, Jimmy falls in love with a beau-



Mat 202—30c

ACTION, LAUGHTER AND LOVE are supplied by this foursome in the Warner Bros. film of life in the U.S. Navy. Shown above are James Cagney, Pat O'Brien, Gloria Stuart and Frank McHugh in a scene from "Here Comes The Navy" which opens Friday at the Strand Theatre.

(Review)

'Here Comes the Navy' Thrills Strand Audience

Due to several factors, the most important of which is a great popular demand for the film, Warner Bros. have re-released a melodramatic thriller starring James Cagney and Pat O'Brien called "Here Comes The Navy." The film was shown last night at the Strand Theatre and it was apparent almost at once that the picture has more significance and is of greater interest now than when it was first released. The scenes of great fleet units and shots of the Naval Training Base at San Diego, Cal., all of which would not be available for use by motion picture companies today, make this a picture of vivid interest to everyone. In view of world conditions and our national defense program, "Here Comes The Navy" will appeal to people in every stage of life.

The picture is characterized by rollicking fun, rapid fire action, breath-taking thrills and glamorous romance.

Cagney makes the cocky and rebellious tar who is finally whipped into the mould of a man and a hero, really live. It is the good old wise-cracking Cagney, full of fire and life. Pat gives a fine performance as the chief petty officer who worships the navy. His constant clashing with Jimmy is not only packed with dynamite but at times hilariously funny.

Gloria Stuart gives a delightful performance as the girl who inspires Jimmy to stick to his guns. Cagney finds that he is really in a mess when he learns that he has fallen in love with O'Brien's sister.

Three thousand jack-tars, who appear as extras, add to the color and magnitude of the production. Lloyd Bacon, one of Warner Bros. ace directors has caught the spirit of this martial film.

The picture is based on an original story by Ben Markson who has collaborated with Earl Baldwin on the fine script.

3000 U. S. Gobs in 'Here Comes the Navy'

It required a cast of more than 3000 persons to bring to the screen the dramatic values of "Here Comes The Navy" which Warner Bros. are re-issuing because of the added significance the picture has taken on since it was first shown. The film is now playing at the Strand Theatre.

About twenty of this huge human ensemble were professional actors. The balance of the cast consisted of the officers and men of the U.S.S. Arizona; the men at the United States Naval Training Station in San Diego, together with the officers in charge of the station and the personnel of the U.S. Navy base at Sunnyvale, California.

No single picture has ever undertaken to present dramatically so many different aspects of the Navy and its significance in the country's defenses as does "Here Comes The Navy."

James Cagney and Pat O'Brien are starred as a couple of gobs who hate each other intensely but learn that their petty dislikes are secondary to the defense of their country.

Naval Men Praise Strand Action Film

"Here Comes The Navy" is being shown again at the Strand Theatre and has more appeal now than when it was first released. It is a rough and ready comedy-drama of life in the United States Navy, starring James Cagney and Pat O'Brien.

The company spent considerable time at San Diego, California, shooting scenes at the Training Station, depicting Cagney as a raw recruit being licked into shape for his debut on a U.S. man-o-war.

It was evident that the Navy enjoyed having the movie troupe there for Director Lloyd Bacon later received a very complimentary letter from one of the Commanding officers.

The Weekly Training Station newspaper, The Hoist, offered the following opinion, editorially: "Judging from the way Cagney and O'Brien took their training in high gear, the picture will be a whiz."

Gloria Stuart and Frank McHugh are other principals in the cast. The story by Ben Markson combines thrills, laughs and romance in a drama of the U.S. Navy.

Pat O'Brien, Gob in War At Home in Strand Film

Making a picture about the United States Navy gave Pat O'Brien and Director Lloyd Bacon the same feeling as an "old grad" gets when he goes back to his college for a class reunion. Two weeks aboard the U.S.S. Arizona where Warner Bros. filmed "Here Comes The Navy," the picture which is being shown again by popular demand, brought back memories to both O'Brien and Bacon, and echoes of the days when they were both in the navy. The picture is now playing at the Strand Theatre.

Lloyd Bacon started as a "gob" and worked up to junior lieutenant before the show was over. Pat O'Brien was stationed at the Great Lakes Naval Training Station during the hostilities. Both of them know their way around one of Uncle Sam's battlewagons, and both of them had the time of their lives on the big dreadnought where more than half the scenes for this rollicking com-



Mat 102—15c

Pat O'Brien and James Cagney still at it!

edy-drama of tough tars afloat and ashore were filmed.

James Cagney is cast as O'Brien's deadly enemy and their hatred provides material for plenty of he-man drama and whopping good laughs.

Strand Gets Film With Timely Theme

Manager Thomson of the Strand Theatre has evidence to show that he knew what he was talking about when he gave his reasons for booking Warner Bros.' re-issue of the James Cagney-Pat O'Brien starrer — "Here Comes The Navy," which is now playing at his theatre. Ever since it opened there last Friday, the rough and tumble comedy-drama of life in the U.S. Navy, has been going 'great guns.'

But that was no surprise to Thomson. When he first learned that Warners intended to show "Here Comes The Navy" again, he thought it a swell idea. He claimed that the picture has more sock today than when it was first released because due to world events, people are vitally interested in seeing the workings of our national defense forces. Another reason why the film is of special significance today is that most of the action takes place on U.S. battleships and other fleet units that present government regulations would forbid being photographed.

Cagney and O'Brien play a couple of gobs who find out that personal likes and dislikes have no place in Uncle Sam's Navy.

Frank McHugh Brings Laughs in 'Navy' Film



Mat 103—15c

Frank McHugh

Five times out of six, Frank McHugh is cast for more or less "goofy" roles, like that of Jimmy Cagney's seagoing pal in "Here Comes The Navy," which Warner Bros. brings back

by popular demand. The film is now playing at the Strand Theatre.

In real life, Frank is a lightning "study." He reads law as a hobby, plays the piano, has an excellent voice and is a witty raconteur.

Navy Film at Strand

This Friday the Strand Theatre will show a return engagement of "Here Comes The Navy," starring James Cagney and Pat O'Brien. Warner Bros. have arranged to show this film because they believe that it is timely due to the interest in our national defense. The Ben Markson story tells of two sailors who forget their loves and hates when called to defend their country.



Mat 101—15c

James Cagney and Gloria Stuart fill the romantic angle.

tiful girl (Gloria Stuart) who turns out to be his enemy's sister. Many of the thrilling scenes were shot on board an actual U.S. battleship and for the first time in pictures the whole gigantic Pacific fleet is seen, weighing anchor and steaming out of its harbor.

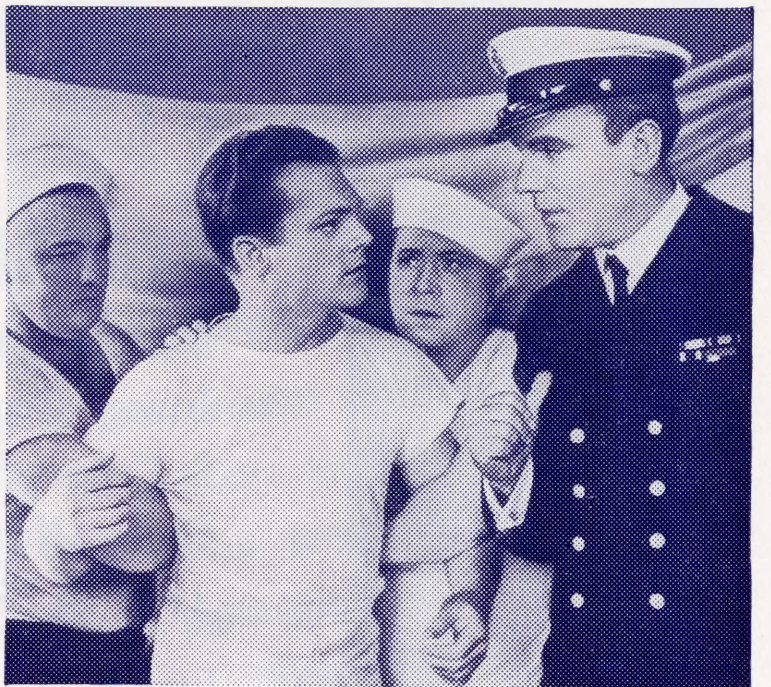
Besides a large and capable cast, three thousand gobs take active part in the picture. While the picture is largely melodramatic thrills, there is plenty of hilarious comedy supplied by the principals, Cagney and O'Brien, and Frank McHugh, and Dorothy Tree. Gloria Stuart holds up the romantic end with Cagney as the persistent suitor.

Lloyd Bacon directed the picture from the screen play by Ben Markson and Earl Baldwin.

Real Warships Used In Film For Strand

Due to world conditions and the vital interest in our national defense program there has been a popular demand for the return of Warner Bros. "Here Comes The Navy," starring James Cagney and Pat O'Brien. Much of the rapid-fire action takes place on units of the U.S. Fleet, which could not be photographed at the present time. These are the U.S.S. Arizona and the Naval Training Station in San Diego, Cal.

Warners have answered the demand and "Here Comes The Navy" is showing locally at the Strand Theatre.



Mat 201—30c

TWO TOUGH TARS are Cagney and O'Brien in their roles for the rapid fire Warner Bros. film, "Here Comes The Navy," now playing at the Strand Theatre. Frank McHugh (shown in background) supplies the laughs as Cagney's goofy pal.

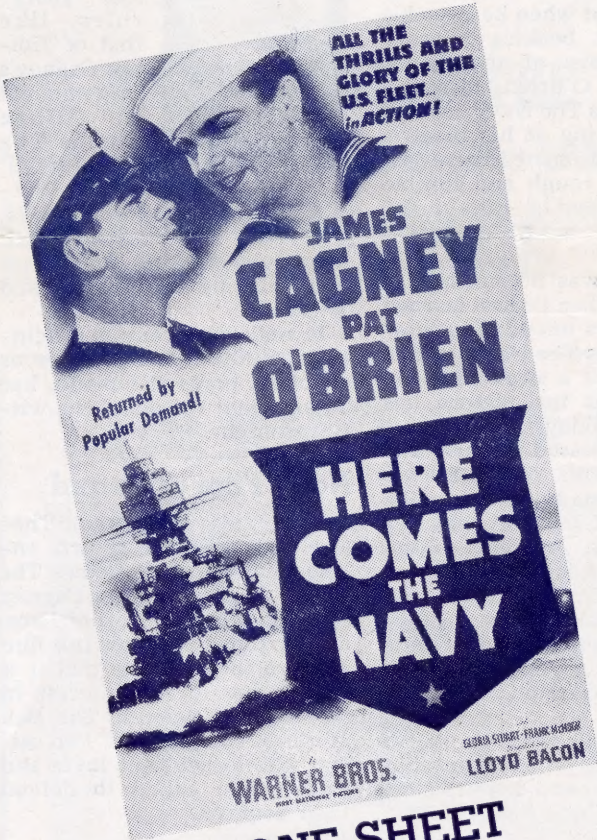
POSTERS & ACCESSORIES



SIX-SHEET Rental: 48c each



THREE-SHEET
Rental: 24c each



ONE-SHEET
Rental: 8c each

Special Quantity Prices		
SIX-SHEETS		
25 to 49	80c each	
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100 and over	60c each	
THREE-SHEETS		
50 to 99	32c each	
100 and over	28c each	
ONE-SHEETS		
50 to 99	11c each	
100 and over	9c each	
REGULAR WINDOW CARDS		
1 to 49	7c each	
50 to 99	6c each	
100 and over	5½c each	



40" x 60"
PHOTOCHROME
DISPLAY

Rental: 75c each



REGULAR
WINDOW CARD

STANDARD ACCESSORIES NOT ILLUSTRATED

- 8 Colored 11 x 14's Rental: Set of Eight—35c
- Insert Card 14 x 36 Rental: 12c each
- 2 Colored 22 x 28's Rental: 20c each
- Slide (Non-rental) Price: 15c each
- 11 x 14 Signed Color Glos of James Cagney and Pat O'Brien

Prices: 25 and over.....20c each
10 to 24.....30c each
1 to 9.....35c each
(Also available in 8 x 10 size at 15c each)

8 x 10 Autographed Fan Foto of James Cagney

Prices: 1,000 to 2,000—\$4.40 per M
Lower prices on larger quantities

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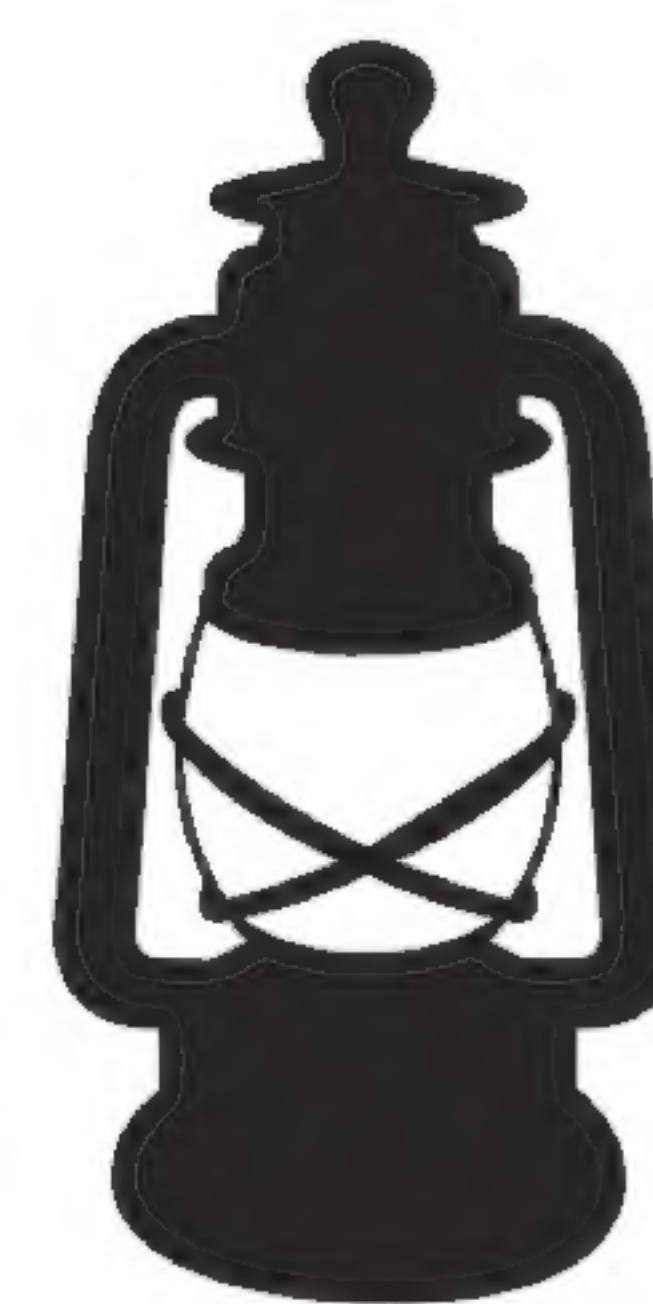


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